

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

November 12, 1997

RJR Account #194040  
Ms. R. Fairbanks  
FINKLE DIST., INC.

### WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Ruth:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 180 SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases	Brand Styles	UPC Code
Promoted Product		
12	Winston Filter Box	12300-24876
12	Winston Light Box	12300-22772

Product / Premium Arrival: December 8, 1997  
Ship Date to Retail: Week of: January 5, 1998

**Displays (Item #536285)**  
SKU CUBE: 0.8260  
SKU WT (w/o Product): 1.5000 lbs  
Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons  
EFT \$ Amount: \$6,570.75

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.70¢ 2-Pack Tear Tape  
FINKLE DIST., INC.

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box* and *Winston Light Box*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$336.00 (12 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: 162303

L. E. MacWilliams.

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALE : 19400 PINKIE DISTRIBUTORS, INC. (DIRECT)  
 WORKPLAN VAP TEMPLATE LISTING  
 PARS : 1  
 DATE : 97-11-12  
 TIME : 09:04 AM  
 TEMPLATE SEQ : 0022  
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO  
 SALES LEVEL : 16XXXXX

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## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 2  
 DATE: 97-11-12  
 TIME: 09:04 AM

 WHOLESALER : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO  
 TEMPLATE SEQ : 0022  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162320	177079	PUTORTIS BROADWAY M	155 BROADWAY	WHITEHALL	NY	12887	1				(518)499-0788
162302	162320	362026	BAILEY DELI & BAKER	43 CANADA ST	LAKE GEORGE	NY	12845	1		986356		(518)668-4730
162302	162320	737465	THE CORNER DELI	36 FEEDER DAM RD	S GLENS FALLS	NY	12803	1				(518)792-1858
162302	162320	737866	HUDSON MART	346 MAIN ST	HUDSON FALLS	NY	12839	1				(518)747-0100
162302	162320	766818	LUZERNE MARKET	MAIN STREET	LAKE LUZERNE	NY	12846	1				(518)696-4234
162302	162320	767092	MINI CHOPPER #63	127 RIDGE ST	GLENS FALLS	NY	12801	1	1427-0000			(518)792-7736
162303	162234	026388	RED BARREL #10	RTE 7 & 30A	CENTRAL BRIDGE	NY	12035	1	1872-0000			(518)868-2659
162303	162324	130283	BEEBE'S SERVICE STA	1000 CURRY RD	SCHENECTADY	NY	12306	1				(518)355-0721
162303		130706	GETTY 58716	ELMWOOD&EFULTON	GLOVERSVILLE	NY	12078	1				(518)725-8996
162303	162322	175544	CHAZANS PHARMACY	31 NEW SCOTLAND A	ALBANY	NY	12208	1				(518)462-0612
162303		175803	RENATO BAKERY	669 CRANE STREET	SCHENECTADY	NY	12303	1				(518)377-0606
162303	162234	177253	NAIPS GROCERY	251 N MAIN ST	GLOVERSVILLE	NY	12078	1				(518)725-8122
162303		177329	VIOLYN SERV STATION	ROUTE 30	PERTH	NY	12010	1				(518)843-1349
162303		475233	SMITTYS	201 W STATE ST	JOHNSTOWN	NY	12095	1				(518)762-8713
162303		505907	THE COUNTRY STORE	930 S SHORE RD	NORTHVILLE	NY	12134	1				(518)863-2110
162303		527957	QIK PIK	2996 GUILDERLAND	SCHENECTADY	NY	12306	1				(518)355-3142
162303	162322	619977	COUNTRY FEED STORE	ROUTE 30	AMSTERDAM	NY	12010	1				(518)842-S360
162303		707764	CROSSGATE SUNOCO	1611 WESTERN AVE	ALBANY	NY	12203	1				
162303	162324	767356	FIVE CORNER ATLANTI	378 MARIAVILLE RD	SCHENECTADY	NY	12306	1				(518)356-2169
162303	162324	027186	SAS SINGH AUTO SERV	2470 ALBANY ST	SCHENECTADY	NY	12304	2				(518)393-3737
162303	162322	130267	REID HILL MOBIL	165 CHURCH ST	AMSTERDAM	NY	12010	1				(518)842-4721
162303	162234	130271	CLYDES STOP N SHOP	WASHINGTON ST & P	JOHNSTOWN	NY	12095	1				(518)762-2990
162303	162322	175613	MINI CHOPPER #64	821 NEW SCOTLAND	ALBANY	NY	12208	1	1427-0000			(518)489-8081
162303	162324	175765	MINI CHOPPER #65	2248 BROADWAY	SCHENECTADY	NY	12306	1	1427-0000			(518)372-4960
162303	162322	176593	FULLERS CORNER STOR	RR 1 BOX 547	NORTHVILLE	NY	12134	1				(518)863-4190
162303	162234	177257	FRANKS MARKET	261 W FULTON ST	GLOVERSVILLE	NY	12078	1				(518)725-7422
162303	162324	240242	HOLMES & KUGLER	717 NOTT ST	SCHENECTADY	NY	12308	3				(518)382-8477
162303	162234	287798	PHILBROOKS MARKET	27 MAIN STREET	FULTONVILLE	NY	12072	1				(518)853-4722
162303		343317	KING FOODS 8605	1600 WESTERN AVE	ALBANY	NY	12203	1	2682-0000			(518)456-6388
162303	162234	363861	FT PLAIN NEWS	58 MAIN ST	FORT PLAIN	NY	13339	1				(518)993-4908
162303	162234	440243	CONVENIENT CORNERII	5 COMERIE AVENUE	JOHNSTOWN	NY	12095	1	3643-0000			(518)762-7353
162303	162322	472795	MINI KWIK	ROUTE 30	AMSTERDAM	NY	12010	2				(518)842-2537
162303	162324	528013	ALBANY BEVERAGE	3899 CARMEN RD	SCHENECTADY	NY	12303	1				(518)355-4370
162303	162322	546784	CONVENIENT CORNER I	ROUTE 30	BROADALBIN	NY	12025	1	3643-0000			(518)883-3595
162303	162234	558185	MINI KWIK	207 W FULTON ST	GLOVERSVILLE	NY	12078	1				(518)725-5289
162303	162324	565311	UPTOWN BEVERAGE	1866 ALTAMONT AVE	SCHENECTADY	NY	12303	2				(518)355-2305
162303	162322	577317	MARK COLONEY	D/B/A COLONEY SAL	NORTHVILLE	NY	12134	1				(518)863-4363
162303	162324	578453	OZBAY SERVICE CENTE	1605 BROADWAY	SCHENECTADY	NY	12305	3				(518)374-8867
162303	162322	579941	COUNTRY CUPBOARD	RT 5 SOUTH	PATTERSONVILLE	NY	12137	1				(518)887-9812
162303	162322	586076	TIMAR'S ENTERPRISES	437 SARATOGA RD	SCOTIA	NY	12302	1				(518)399-8773
162303	162234	589558	BUHRMASTER INC.	204 N PERRY ST	JOHNSTOWN	NY	12095	1				(518)762-4617
162303	162324	626474	HOLMES & KUGLER	127 ERIE BLVD	SCHENECTADY	NY	12308	3				(518)382-1491
162303	162234	642209	ERICA'S	82 WEST EIGHT AVE	GLOVERSVILLE	NY	12078	1				(518)725-9153

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WHOLESALER : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
 •TEMPLATE : 800008 80100 WIN JAN .70/2 NO  
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 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162303	162234	642210	O'BRIEN VIDEO	60 1/2 ELMWOOD DR	GLOVERSVILLE	NY	12078	3				(518)773-8221
162303	162322	669794	MARIANVILLE LAKESID	8865 MARIANVILLE	PATTERSONVILLE	NY	12137	1				(518)864-5496
162303	162234	693380	MARIANNE'S MINI MAR	1008 STATE HIGHWA	GLOVERSVILLE	NY	12078	1				(518)762-6677
162303	162234	700524	JOHNSTOWN BEVERAGE	490 N PERRY ST	JOHNSTOWN	NY	12095	1				(518)355-8760
162303	162324	704359	CARMEN GETTY	3300 CARMEN RD	SCHENECTADY	NY	12303	1				(518)762-5367
162303	162234	745229	JEN'S CORNER DELI	500 N MARKET ST	JOHNSTOWN	NY	12095	1				(518)762-4421
162303	162234	757103	TWINS SEC INC.		JOHNSTOWN	NY	12095	1				(518)393-5054
162303	162324	767243	MINI CHOPPER #85	1810 VAN VRANKEN	SCHENECTADY	NY	12308	1	1427-0000			(518)374-0302
162303	162324	767268	EASTERN PARKWAY #70	838 MCCLELLAN ST	SCHENECTADY	NY	12304	1	1427-0000			(518)895-8328
162303	162324	767617	TIFFANNY'S CNTRY MK	8413 WESTERN TPKE	DELANSON	NY	12053	1				(518)863-8901
162303	162322	767809	NORTHLVIE ROBIN SE MAIN & BRIDGE		NORTHLVIE	NY	12134	1	3643-0000			(518)773-5077
162303	162234	779803	FOUR CORNERS GROCER	MAHAKALI, INC.	GLOVERSVILLE	NY	12078	1				(518)885-4443
162304	162321	175519	BONFARE FN FD	2 SOUTH ST	BALLSTON SPA	NY	12020	1				(518)869-6165
162304	176137	LISHAKILL MARKET		214 LISHAKILL RD	SCHENECTADY	NY	12309	1				(518)695-3471
162304	162321	176493	SULLI'S MARKET	20 BROAD ST	SCHUYLERVILLE	NY	12871	1				(518)237-4212
162304	162321	330697	TOPEDA, INC.	DBA WATSON'S GROC	COHOES	NY	12047	1				(518)377-2520
162304	162321	658803	SAVEMORE DISCOUNT B	1512 ROUTE 9	CLIFTON PARK	NY	12065	1				(518)377-3880
162304	162324	705684	NISKAYUNA MOBIL	1502 BALLTOWN RD	NISKAYUNA	NY	12309	1				(518)584-2770
162304	162321	176471	MINI CHOPPER #71	CHURCH ST & RAILR	SARATOGA SPRGS	NY	12866	1	1427-0000			(518)584-5884
162304	162321	450796	WILTON MOBIL MART	216 BALLARD RD	GANSVOORT	NY	12831	1				(518)664-4121
162304	162321	484757	WEVER MOBIL MART	75 HUDSON AVENUE	STILLWATER	NY	12170	1				(518)885-7519
162304	162321	553683	BONFARE FN FD	GEYSER ROAD	BALLSTON SPA	NY	12020	1				(518)237-0530
162304	162321	624483	U.S. FOOD MART	118 GARNER STREET	COHOES	NY	12047	1				(518)885-4847
162304	162321	677775	GENMETT RAINBOW	3775 LEWIS RD	BALLSTON SPA	NY	12020	1				(518)899-3306
162304	162321	689443	MALTA CORNER	MINI MART	BALLSTON SPA	NY	12020	1				(518)692-3196
162304	162321	744043	WEVER CAR WASH	CORNER RT 29 & 40	GREENWICH	NY	12834	1				(518)235-9771
162304	162321	747501	PAULIE PROVISIONS	12 WASHINGTON AVE	WATERFORD	NY	12188	1				(518)583-4202
162304		777274	CAPUTO'S APLUS60036	521 BROADWAY	SARATOGA SPRIN	NY	12866	4	0362-0101			(518)785-3282
162304	162322	777276	LATHAM FOOD MART	389 TROY SCHENECT	LATHAM	NY	12110	1				(518)882-9394
162304	162322	176552	DICK & JERRY'S	ROUTE 29 & ROUTE	GALWAY	NY	12074	1				(518)882-9414
162304	162322	176553	VASELS STATION	ROUTE 29 RD 1	GALWAY	NY	12074	1				(518)664-2520
162304	162321	176702	MINI CHOPPER #61	91 N MAIN ST	MECHANICVILLE	NY	12118	1	1427-0000			(518)383-9189
162304	162321	361644	WEVER MOBIL MART	219 GUIDEBOARD RD	HALFMON	NY	12188	1				(518)753-4072
162304	162321	410914	SCHAGHTICOKE CARWAS	MAIN STREET	SCHAGHTICOKE	NY	12154	1				(518)439-7275
162305	162326	175575	DELMAR BEVERAGE CTR	242 DELAWARE AVE	DELMAR	NY	12054	1				(518)872-2477
162305		022576	SETTLER'S STORE	2185 HELDERBERGTR	BERNE	NY	12023	1				(518)731-2400
162305	162326	175699	HOERNING PHARMACY	HOPE PLAZA	COXSACKIE	NY	12192	1				(518)465-1743
162305		176073	FRED TROMPS NEWSTAN	JUSTICE BUILDING	ALBANY	NY	12224	1				(518)439-3936
162305		432328	DELMAR CONV EXPRESS	406 KENWOOD AVE	DELMAR	NY	12054	1				949115 (518)449-7089
162305		511554	A&A EXTRA MART	190 2ND AVE	ALBANY	NY	12202	1				(518)482-2884
162305	162322	759769	CENTRAL CONVENIENT	589 CENTRAL AVE	ALBANY	NY	12206	1				(518)462-0886
162305	162322	176021	EMIL'S NEWS	99 WASHINGTON AVE	ALBANY	NY	12210	1				(518)827-5656
162305	162324	186732	RED BARREL #16	1 MAIN STREET	MIDDLEBURGH	NY	12122	1	1872-0000			5

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 4  
 DATE: 97-11-12  
 TIME: 09:04 AM

WHOLESALER : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO  
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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162305	162326	241413	KETCHUM'S GENERAL	RT 143 PO BOX 212	WESTERLO	NY	12193	1				(518)797-3403
162305	162322	362019	LARK ST NEWS & GROC	252 LARK ST	ALBANY	NY	12210	1				(518)465-5800
162305	162322	385765	ALBANY NEWS & VARIE	396 CENTRAL AVE	ALBANY	NY	12206	1				(518)427-0271
162305	162322	453011	HAGMART INC	791 NEW SCOTLAND	ALBANY	NY	12208	1		958074	(518)458-7854	
162305		506336	LINDY'S QUICK SHOOP	1 MAIN ST	WORCESTER	NY	12197	1		911065	(607)397-1827	
162305	162322	542554	A-PLUS #60009F	1221 WESTERN AVE	ALBANY	NY	12203	1	0362-0102			(518)489-1746
162305	162322	571197	HAGMART WEST INC	1181 WESTERN AVE	ALBANY	NY	12203	1		958082	(518)438-4794	
162305		641092	RED BARREL #2	ROUTE 7 EAST	COBLESKILL	NY	12043	1	1872-0000			(518)234-4767
162305	162324	653563	HAGMART NORTH, INC.	106 MAPLE AVENUE	ALBANY	NY	12186	1		939942	(518)765-9333	
162305	162326	660703	DELWARE & ELM MOBI	594 DELAWARE AVE	DELMAR	NY	12054	1				(518)439-3682
162305	162327	693697	GUJAR PETROLEUM	336 E CHESTER ST	KINGSTON	NY	12401	1				(914)331-7286
162305	162322	700333	QUAIL STREET NEWS	122 QUAIL ST	ALBANY	NY	12206	1				(518)465-8123
162305	162327	721873	AIS PETROLEUM	585 BROADWAY	KINGSTON	NY	12401	3				(914)331-3099
162305		729858	COUNTRYSIDE MOBIL	MART	EAST BERNE	NY	12059	1				(518)872-1989
162305	162328	766856	FT & SAMI, INC.	ROUTE 28 & ZENA R	KINGSTON	NY	12401	1		949867	(914)679-9436	
162306	162325	176066	BARNA SUPER-DELI	15 CAMPBELL AVE	TROY	NY	12180	1		915233	(518)273-5644	
162306		619956	TABLE TALK THRIFTMK	ROUTE 23B	HUDSON	NY	12534	1				(518)828-5242
162306		742348	ZEE PETROLINE, INC.	123 SOUTH HUDSON	CHATHAM	NY	12037	1		969626	(518)392-7195	
162306	162325	767584	A-MART MERCHANDISE	746 PAWLING AVE	TROY	NY	12180	1		914234	(518)283-4200	
162306	162326	176271	DAVE'S MARKET	ROUTE 43	STEPHENSTOWN	NY	12168	1				(518)733-5733
162306	162328	178609	UNITED SMOKESHOP	2 E MARKET ST	RHINEBECK	NY	12572	1				(914)876-7185
162306	162326	580521	GREENBUSH TAPE&LABLE	DBA JIFF E MART	AVERILL PARK	NY	12018	1		931667	(518)674-0145	
162306	162326	619795	MINI CHOPPER #86	53 MAIN ST	CHATHAM	NY	12037	1	1427-0000			(518)392-9550
162306		714675	MANI PETROLINE	124 FAIRVIEW AVE	HUDSON	NY	12534	1		969634	(518)828-1580	
162306	162325	728378	US MOBIL MART	295 COLUMBIA TPKE	RENSSELAER	NY	12144	1				(518)477-4410
162306	162325	767452	BONPARE FN FD	51031 908 RIVER ST	TROY	NY	12180	1		1031	(518)273-8215	
162306	162326	706812	CPF SUNOCO	52 HUDSON AVE	CHATHAM	NY	12037	1				(518)392-5442
162306	162327	705374	M&S MART, INC.	6337 RT. 209 & 42	KERHONKSON	NY	12446	1				(914)626-0623
162308	162329	444732	MALWA CORPORATION	266 STATE ROUTE 5	LAGRANGEVILLE	NY	12540	1		943266	(914)452-3060	
162308	162329	701398	GARCHA PETROLEUM CO	127 W MAIN ST	WAPPINGERS FLS	NY	12590	1				(914)297-6880
162308	162328	740272	COBBLE POND FARMS	ROUTE 82	STANFORDVILLE	NY	12581	1				(914)868-7031
162605	162226	039829	RED BARREL #9	MAIN STREET	CHENANGO BRIDG	NY	13745	1	1872-0000			(607)648-2844
162605	162228	269986	SUNOCO COOP #7471	N MAIN & SECOND	ELMIRA	NY	14901	1	0362-0302	044545	(607)732-9710	
162605	162228	515814	SUNOCO COOP #7473	48 DENISON PARKWA	CORNING	NY	14830	1	0362-0302	044495	(607)936-9713	
162605	162228	691794	SUNOCO COOP #7475	501 E WATER ST	ELMIRA	NY	14901	1	0362-0302	044479	(607)734-9060	
162605	162228	764325	SUNOCO COOP #7474	1123 S MAIN ST	HORSEHEADS	NY	14845	1 NYS	0362-0302	042440	(607)739-3715	

PAGE BREAK TOTAL ACCOUNTS 164 TOTAL QUANTITY 180

TEMPLATE TOTAL ACCOUNTS 164 TOTAL QUANTITY 180

\*\*\*\*\* END OF REPORT FOR PROMOTION 800008 \*\*\*\*\*

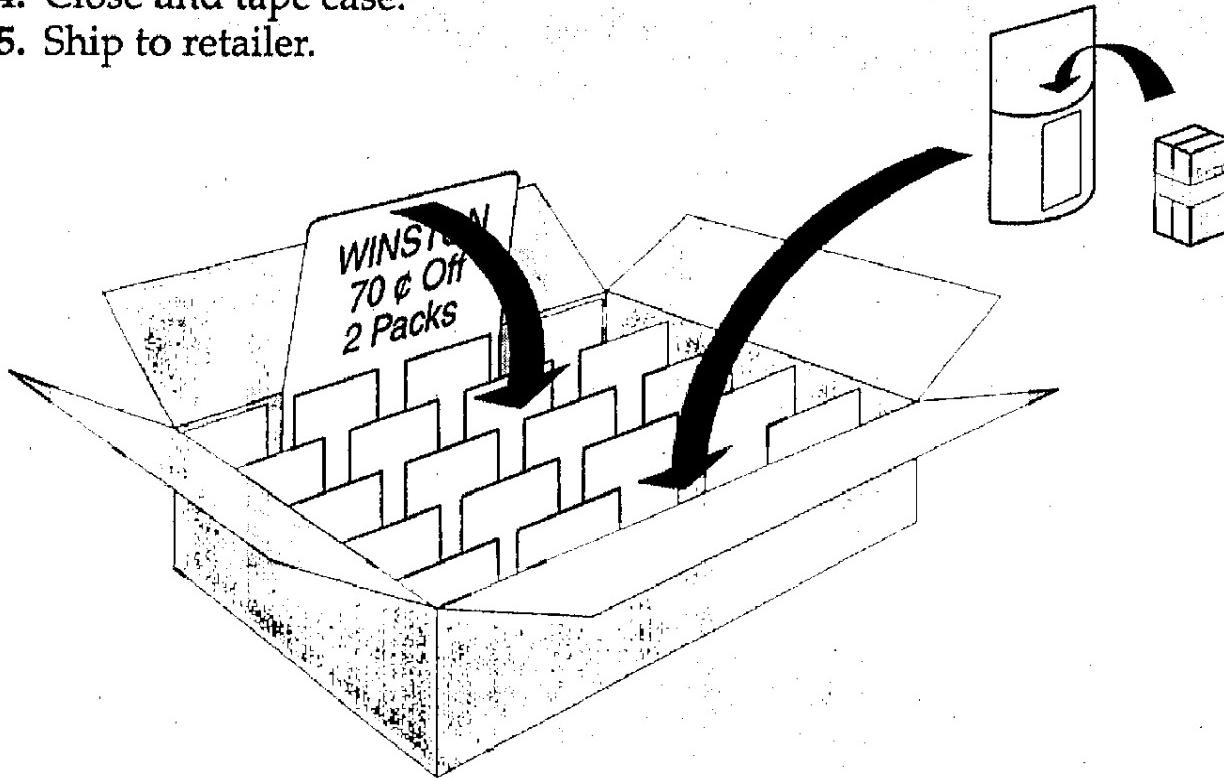
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**WHOLESALER PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR.'98**

# January WINSTON .70/2 PK (70 cents off 2 packs)

**STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item:** # 536285**Description:** WINSTON .70/2 PK / POS Kit

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				

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